

ABSTRACT

A system and method are disclosed for performing audience surveys of broadcast audio from radio and television. A small body-worn portable collection unit samples the audio environment of the survey member and stores highly compressed features of the audio programming. A central computer simultaneously collects the audio outputs from a number of radio and television receivers representing the possible selections that a survey member may choose. On a regular schedule the central computer interrogates the portable units used in the survey and transfers the captured audio feature samples. The central computer then applies a feature pattern recognition technique to identify which radio or television station the survey member was listening to at various times of day. This information is then used to estimate the popularity of the various broadcast stations.